

Council Update
Burien Wellness
September 14, 2009

Background

The City's Economic Development Department has initiated a program to market one of Burien's lesser-known assets – the number and quality of the community's medical service providers. Given the small size of the City, Burien has an unusually large number of providers that include hospitals, health centers, clinics and dozens of private practice doctors, dentists and various wellness specialists. Thousands of well paying Burien jobs are produced by this "cluster" of local economic engines.

The first meeting of what was to become "Burien Wellness" took place in late 2007. The group's purpose is to bring together the resources of the private sector service providers, primary and secondary school system, and all levels of government to attract and produce skilled medical professionals to careers in Burien. The cluster includes representatives from Highline School District and Highline Community College who are working together to create a seamless local education pipeline to encourage and train students to pursue medical careers right here in Burien.

Successful cluster development is based upon active private sector participation and strong public private partnerships with a shared vision. It's all about jobs. Cluster development benefits the community by providing living-wage jobs, raising the median income, and makes the service providers more competitive as a group.

While the local educational system gears up to produce the professionally skilled individuals needed to fill these jobs, national and in some cases international recruiting is necessary to fill many of the medical employment opportunities in Burien. A video marketing Burien to out-of-town medical and teaching professionals has been developed by City staff and is available to all members of the cluster group as a recruiting tool.

Burien Wellness, after only two years, has already had successes that will lead to new workers for the local medical services industry:

2008 Accomplishments

Monthly working meetings at City Hall are regularly attended by 12 – 15 people from member organizations.

Highline Community College (HCC) received a grant for and created a program to assist immigrants trained in the medical field in their native countries, but lacking the licenses and training to practice in the United States. The Welcome Back Center at HCC helps these individuals become employable locally by providing the necessary classes and assistance in navigating the licensing system to allow them to work here in their highly-skilled field of medicine.

Group Health, also part of Burien Wellness, is working with HCC to hire workers that graduate from the Welcome Back Center. The program, which started this fall and is already at capacity, is not only providing the opportunity for highly-skilled medical workers to become employable, but because of the connection made with Group Health at the Burien Wellness Cluster meetings, it is also likely to be providing them with a place to work upon graduation.

Navos (formerly known as Highline West Seattle Mental Health) was provided with a \$1,500,000 state grant through efforts by City staff. Navos is in the process of moving to a new Burien campus on Ambaum Blvd.

City staff pursued a program funded by the state to offer housing incentives to help attract and retain teachers at the Highline Public Schools in high-demand academic areas such as math, science or special education. The program offers a \$250 monthly housing subsidy for 24 months for up to 20 new teachers. Next year, another 20 teachers will be offered the benefit.

Highline Community College and Highline Medical Center are partnering with Seattle Central Community College, Renton Technical College, Swedish Medical Center, Valley Medical Center and Service Employees International Union (SEIU) to prepare incumbent hospital workers for college-level work, develop math competency related to algebra, and certified nursing assistant training designed to prepare for an emergency department technician position as an interim step to a nursing career. This provides the opportunity to learn new skills and move into more high-paying positions.

Navos and HCC are working together to provide a group of HCC nursing students the ability to do their psychiatric clinic rotation at Navos Inpatient Services.

Highline Medical Center increased their clinical rotations by one in the winter semester by including 10 SPU baccalaureate students. This was a successful pilot program which will be continued.

Puget Sound Skills Center is moving ahead with plans to develop a medical-themed Career & Technical Education (CTE) program to start there next school year. A \$25,000 grant was obtained from the Office of Superintendent of Public Instruction for this purpose. Maria Barrett, a retired state CTE Director has been named as the program facilitator at the Skills Center.

City Building Department staff continues to work with Highline Medical Center, Schick Shadel and Navos on their respective facility expansion plans in Burien.

2009 Accomplishments

Navos Inpatient Psychiatric Services has become an internship placement for Highline Community College nursing students.

Burien Nursing & Rehabilitation Center has established a partnership with Navos for their patients needing mental health services.

Burien Nursing & Rehabilitation Center has established a partnership with El Dorado West wherein they provide rehabilitative services that are not available to residents at El Dorado.

An inspirational speakers list has been developed and expanded and presentations were begun on a high school level.

A relationship has been established with the Global Health Alliance.

Highline Community College has added clinical sites for nursing, gained guest speakers, added Advisory members and found ways for students to contribute.

The Burien Wellness logo was designed by students in the Highline Community College graphic arts program. This provided "real world" experience for the students, and a fabulous end product for the organization. This was a collaborative project with several Burien Wellness members providing initial information and feedback to the students to help influence the final design.

The first Burien Wellness Community Health Fair has been organized and will take place at Town Square on Saturday, September 19. More than 50 local wellness organizations and businesses will participate.

The City of Burien (and other Burien Wellness member organizations) participated in the Burien Sea Mar Community Health Clinic's Wellness Fair in conjunction with "National Health Centers Week." Information on our parks, as well as walking maps of Burien were translated and handed out both in Spanish and English. CERT training materials were also available.

Highline Community College in partnership with Seattle Central Community College has a new weekend program for Human Services & Chemical Dependency. Both Schick Shadel and Navos expressed an interest in the program.

The Education Subcommittee met at Highline Community College and toured their medical program facilities. It was determined by the subcommittee that the college would make an excellent site for a summer "health careers camp" experience.

Puget Sound Skills Center announced that they will offer a Certified Nursing Assistant program beginning the second semester of 2010.

Burien Wellness Members:

Burien Group Health
Burien Nursing & Rehabilitation Center
City of Burien
El Dorado West
Health Sciences & Human Services High School (@ Evergreen Campus)
Highline Community College
Highline School District
Highline Schools Foundation
Highline Medical Center
Navos
Puget Sound Skills Center
Schick Shadel Hospital
Sea Mar Community Health Centers

Dick Loman

From: David Johnson [David.Johnson@navos.org]
Sent: Wednesday, July 22, 2009 12:36 PM
To: andrew@pugetsoundpublishing.com
Cc: Dick Loman; Mike Martin; Janet Stallman
Subject: RE: Burien Wellness Cluster story-The Business Report

Hi Andrew –

I have keyed in some responses to your questions below. Please let me know if you want to talk further or if this provides you enough.

Thanks! - David



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1. How beneficial is the Burien Wellness Cluster to NAVOS?

I have been impressed with the entrepreneurial spirit shown by the City of Burien in convening and nurturing the Burien Wellness Cluster. We at Navos have come to see ourselves as part of a much larger community of health care providers and educators. Nationally, collaboration and integration of health care services is an important trend, and we are delighted to be part of a local model of that national trend. The City of Burien works hard to show its healthcare industry businesses and learning institutions that our contributions to the economic and quality of life elements of the Burien community are important and valued.

2. How is NAVOS capitalizing on this new concept?

Through the Burien Wellness Cluster we have been able to develop personal collegial relationships with leaders from each others' healthcare training and service providing organizations. For example, this has led to Navos inpatient psychiatric services becoming an internship placement for Highline Community College nursing students.

3. What are some short-term and long-term goals for NAVOS with the cluster?

Navos wants to ensure that those in the greater Burien area who could benefit from the mental health services we provide (including ancillary services to support employment, provide housing, and address chemical abuse and dependency) can quickly access what we have to offer – and being part of the Burien Wellness Cluster helps tighten those information and referral connections. In the long run we want to carefully develop service collaborations with complimentary healthcare providers and career paths with learning institutions, and the Burien Wellness Cluster provides a monthly forum to conceive, hatch and advertise those collaborations. Imagine the opportunities for primary and acute care providers and addiction services and mental health care and non-traditional healthcare providers gathering monthly as familiar colleagues to brainstorm solutions to such puzzles as (1) helping high school and college students to identify careers in healthcare and to provide pathways within the Burien neighborhood to achieve the needed training and experience; or (2) finding a way to share facilities and staff to make primary health care, mental health counseling, and parenting education and support a "one-stop" convenience for low income families.

4. How large of a presence does NAVOS have in Burien? How long is your history there? How many people do you employ in Burien? How many people do you serve? What services do you provide?

Navos has been providing mental health counseling, substance abuse counseling, domestic violence

treatment, employment support, and housing to Burien families and individuals for over 40 years. Our Burien campus employs 120 staff and serves about 2,000 clients in a year.

5. Do you have many open positions? Do you wish to hire more locally than nationally and internationally and do you see the Burien Wellness Cluster helping with that?

Even in this difficult economy we do have some job openings. We prefer to hire locally, with job listings on our website at www.Navos.org , yet we continue to need to cast a national net for some specialty professionals. The Burien Wellness Cluster provides a forum in which to share job openings and help others know who we are and the quality of care we provide.

6. How has the DVD video the city produced worked as a promotional tool for recruitment for your company?

We make the Burien Wellness DVD available to applicants from outside the area.

7. What do you hope the Burien Wellness Cluster will do ultimately for medical providers and educators in Burien?

The Burien Wellness Cluster has helped the membership develop a fierce pride in being part of the fabric of the Burien community. It has become a badge of pride to identify ourselves as Burien-based organizations, rather than identifying with the mediocrity of the generalized "Seattle area." We want folks to know that Burien is a Wellness-oriented community that is a great and healthy place to live, to learn, and to work and that one of the national economy's largest industries is a thriving sector of high quality business in our own back-yard.

Dick Loman

From: Dick Loman
Sent: Thursday, July 23, 2009 1:51 PM
To: 'challen@highlinemedical.org'; Janet Stallman; jerryo@schickshadel.com; cooke.j@ghc.org; David.Johnson@navos.org; brentswartz@seamarchc.org; ShieldsSB@HSD401.org; montgopl@HSD401.org; 'Zombro, Ray'; 'Madsen, Alice'
Subject: FW: Burien Wellness Cluster story-The Business Report

Here's another reply to the reporters series of questions--- Dick

From: admissions@burienrehab.com [mailto:admissions@burienrehab.com]
Sent: Thursday, July 23, 2009 9:48 AM
To: andrew@pugetsoundpublishing.com
Cc: Dick Loman; Janet Stallman
Subject: RE: Burien Wellness Cluster story-The Business Report

Andrew –

I apologize for not getting back to you yesterday, I was out of the office all afternoon. I have typed in my responses to your questions below. If you need anything else please do not hesitate to call or e-mail.

Thanks,

Nate Nef

Community Relations Director
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From: andrew@pugetsoundpublishing.com [mailto:andrew@pugetsoundpublishing.com]
Sent: Wednesday, July 22, 2009 4:34 PM
To: admissions@burienrehab.com
Subject: Burien Wellness Cluster story-The Business Report

Dear Mr. Nate Nef,

Hello. My name is Andrew Fickes, reporter with The Business Report newspaper. We're a monthly paper covering small business news in South King County. I'm following up from my phone message to you regarding my story on the Burien Wellness Cluster. The following are some questions for you. Please respond in an email or call me at 425-271-9300. I will be in the office until 5 p.m. today. I'm trying to turn my story around before Friday afternoon. Thanks, Nate!

1. How beneficial is the Burien Wellness Cluster to Burien Nursing and Rehab Center?

Our participation in the Burien Wellness Cluster has not only been beneficial, but enjoyable. We have been able to develop personal relationships with other healthcare providers in the area and through these relationships are able to collaborate and consult on various issues that each of us may face within the healthcare industry. It is exciting to be a part of the cluster as we discover and share with others in the community what healthcare resources are available right here in Burien.

2. In what specific ways is the center capitalizing on this new concept?

We are able to work in partnership with other healthcare providers in the area to provide the best possible care for our patients and to the community. Specifically we work with Navos for our patients needing mental health services, and we also work with El Dorado West Assisted Living as we provide rehab services they are unable to provide, and they offer a safe and comfortable place to live for any of our discharging patients needing assisted living. In addition, we are able to better recruit skilled professionals in the area through the Burien Wellness Cluster.

3. What are some short-term and long-term goals that the hospital has regarding the cluster?

At Burien Nursing and Rehab we often talk of "keeping it in Burien." Residents in the community don't need to go elsewhere to receive world-class care. Short-term we hope to help the cluster and we continue to provide excellent care and be the preferred provider in the area for short-term rehab and skilled nursing. Long term we look forward to providing the same high level of care and to seeing Burien become a wellness center where people from around the world come to receive care.

4. How long has Burien Nursing served Burien? How many people does the center employ? How many people does the center serve in a given year?

Burien Nursing & Rehab came under new ownership and management in May 2008, but the building has been providing skilled nursing services under other names and ownership for more than 40 years. The center employs more than 130 people and in a given year serves around 500 people.

5. Does Burien Nursing wish to hire more locally than nationally or internationally? How is the cluster partnership helping the center in recruiting locally?

We wish to hire more locally. Through the cluster we are able to share job openings and help others know more about our facility and the types of services we provide.

6. How has the DVD video produced by the city helped in recruitment?

We have recruited locally and haven't made use of the video.

7. What do you hope the Burien Wellness Cluster will do ultimately for medical providers and educators in Burien?

The Burien Wellness Cluster has brought parties together to communicate, share ideas and plan for the future together because we all have a stake in the community. This has created a literal cohesive cluster and with that has come a sense of pride in Burien as a wellness center. We hope that everyone, especially medical providers and educators, will see Burien as a wellness center and take pride in the level of care provided here locally.

Andrew Fickes, reporter

The Business Report, Renton Magazine, Kent Magazine

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Dick Loman

From: Dick Loman
Sent: Thursday, July 23, 2009 5:07 PM
To: 'challen@highlinemedical.org'; Janet Stallman; David.Johnson@navos.org; jerryo@schickshadel.com; brentswartz@seamarchc.org; 'admissions@burienrehab.com'; cooke.j@ghc.org
Cc: montgopl@HSD401.org; 'Zombro, Ray'
Subject: FW: Burien Wellness Cluster story-The Business Report

Another submittal-----

From: Madsen, Alice [mailto:AMADSEN@highline.edu]
Sent: Thursday, July 23, 2009 4:46 PM
To: Dick Loman
Subject: FW: Burien Wellness Cluster story-The Business Report

FYI

From: Madsen, Alice
Sent: Thursday, July 23, 2009 4:44 PM
To: 'andrew@pugetsoundpublishing.com'
Subject: RE: Burien Wellness Cluster story-The Business Report

Andrew, please see my responses below. Thank you--Alice

From: andrew@pugetsoundpublishing.com [mailto:andrew@pugetsoundpublishing.com]
Sent: Wednesday, July 22, 2009 9:56 PM
To: Madsen, Alice
Subject: RE: Burien Wellness Cluster story-The Business Report

Alice,

Thank you for your quick response. I'll look forward to your answers.

Sincerely,

Andrew

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----- Original Message -----

Subject: RE: Burien Wellness Cluster story-The Business Report
From: "Madsen, Alice" <AMADSEN@highline.edu>
Date: Wed, July 22, 2009 9:49 pm
To: <andrew@pugetsoundpublishing.com>

Andrew,
I was booked all day today into the evening. I have a pretty crazy day tomorrow too but will try to respond to your questions ASAP.
Thanks,
Alice

From: andrew@pugetsoundpublishing.com [mailto:andrew@pugetsoundpublishing.com]
Sent: Wed 7/22/2009 1:25 PM
To: Madsen, Alice
Subject: Burien Wellness Cluster story-The Business Report

Dear Ms. Alice Madsen,

My name is Andrew Fickes, reporter with The Business Report in Renton. We're a monthly paper covering small business news in South King County. I'm doing a story for our August issue on the Burien Wellness Cluster. Included in the story will be quotes from a number of the different medical providers in Burien, as well as educational leaders and city officials. I spoke with Dick Loman with the City last Monday and he gave me your contact info. The following are some questions for you to follow up from my earlier phone message to you. Thanks for your time. You may reach me at 425-271-9300. I'll be in my office until 5 p.m. on Wednesday. I'm trying to turn my story around before Friday afternoon.

1. How beneficial is the Burien Wellness Cluster to Highline Community College?

It provides an excellent community network of agencies, organizations, businesses, and educational institutions that all care deeply about health and wellness for our citizens. The college benefits by making industry connections, offering student assistance and expanding service opportunities as well as gaining internships opportunities.

2. How is HCC capitalizing on this new concept?

We are leveraging expertise from the cluster to inform our programs and future directions—adding Advisory Members to our Allied Health programs, using guest speakers, adding clinical sites for nursing, and finding ways our students can contribute (logo design, working at the health fair, etc.)

3. What are some short-term and long-term goals for HCC regarding the cluster?

Be responsive to the needs and interests of our community in terms of education and life long learning and consider trends and directions to prepare for students for a future in allied health and wellness connected careers.

4. When was HCC established in Burien? How many students does it serve?

HCC was established in 1964. It is the first community college in King County.

5. In what ways is the school partnering with other medical providers in the area? Is the cluster helping HCC build a stronger pipeline between the public schools, HCC, and the medical providers?

Our nursing program is now using NAVOS for clinical experience. Our phlebotomy program works closely with Sea Mar clinics, many of our programs use Highline Medical Center for clinical training experiences and our nursing assisting program graduates are employed by rehabilitation and skilled nursing facilities in Burien. HCC also partners with Highline Medical Center in the HEET grant funded program to assist incumbent health care workers who wish to enter careers in health care. HCC partners with the Puget Sound Skill Center in investigating allied health programs to provide at the skill center and in programs that integrate English language and basic skills with content learning. HCC's Puget Sound Welcome Back Center provides services, resources and referral for immigrants who are internationally trained in healthcare and wish to re-enter a healthcare career in the US. We work with many employers in this work.

<http://welcomeback.highline.edu/>

6. How has the cluster helped HCC grow as an educator in the medical field? Has it helped the school identify problem areas or areas within the curriculum that needed improvement?

HCC welcomes insights, advice and ideas from all our community members. We have enjoyed working with the Wellness Cluster to learn more about what Burien offers and how we can partner

and collaborate to improve quality for all.

7. What do you hope the Burien Wellness Cluster will do ultimately for medical providers and educators in Burien?

Burien is a unique place with a comprehensive identity. Burien's citizens and diverse wellness/health providers have thoughtfully recognized and highlighted the value that they offer as a cluster. This is apparent in many ways from the farmers' market and yoga studio to the large and small medical facilities that are distributed throughout its boundaries. It is all about quality health and livability with sustainability—a place that people want to come to and chose to call home.

Thank you, Alice, for your time. I hope to hear from you soon!

Sincerely,

Andrew

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Janet Stallman

From: Dick Loman
Sent: Monday, August 03, 2009 12:12 PM
To: 'challen@highlinemedical.org'; Rose Clark; 'David Johnson'; 'admissions@burienrehab.com'; 'Madsen, Alice'; cooke.j@ghc.org; jerryo@schickshadel.com; brentswartz@seamarchc.org
Cc: Janet Stallman
Subject: FW: Wellnes Cluster

I'm not sure this will reach the reporter in time, but I'm passing Ray's comments on to you any way.. He really nailed it from a high school teacher's perspective. Dick

From: Zombro, Ray [mailto:ZombroRJ@hsd401.org]
Sent: Monday, August 03, 2009 10:11 AM
To: andrew@pugetsoundpublishing.com
Cc: Montgomery, Paula L; Dick Loman
Subject: Wellnes Cluster

Hello Andrew,

I stopped by school to check my email and such today and thought I should send you a short comment while I can. (I leave for Canada this week and have a conference in Yakima next week and several meetings the following week.)

From my perspective the Wellness Cluster offers tremendous opportunities to connect our students with the medical community in our own backyard. Our students will see the many different career options in the medical field other than doctor and nurse. Beyond that, through personal contact, students will be able to observe the "soft skills" that can help them be successful in college and any career they choose. Many of the Cluster members have eagerly offered to meet with our students and few have already successfully done so. We hope to do much more of the same next year.

I am confident that because of the increasing interaction between the Wellness Cluster and the Health Sciences Human Services High School (HS3), our students will have opportunities to see how what they are learning in school can be important to their future. Students hear from teachers frequently how important the skills they are learning will be "someday". If students can actually "see" and hear how much science, math, reading and writing are used on a daily basis in real life situations, this should have a huge impact on how they approach their own education.

In short, the upside of this relationship is outstanding. I fully expect future opportunities to come out of this for all participants that will be exciting and likely in ways no one has predicted.

Raymond Zombro
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